

Graphic Standards Reference Guide

Milwaukee County Brand & Visual Identity





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Milwaukee County Graphic Standards Reference Guide

v.1
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(March 2015)

v.2
Jim Lautenbach & Bonnie Fong
(March 2016)

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Our Brand

Introduction

Questions?

If you have questions about the Milwaukee County brand or need more information or graphic assets, please visit the Brand Portal at milwaukeecountywi.gov/brand.

Or send an email to:
jim.lautenbach@milwaukeecountywi.gov.

Our brand and visual identity help to communicate our values and vision through words and images. They are important because the way citizens perceive our brand has a direct impact on how valuable they consider our services and how successful we are.

Everyone who interacts with our brand — from residents, to businesses, to consumers, to employees — forms a distinct impression of Milwaukee County. Brand management ensures we present a meaningful, unified impression to all stakeholders, giving them confidence and trust in their relationship with us, whatever its nature.

In its best form, government is seen as an entrusted institution that supervises the public services of the people and protects its best interests. Therefore, as a government, Milwaukee County's value is based upon the services it provides, not necessarily of commodities. United by a cohesive visual identity, we demonstrate we are one entity, of service, and we become more trustworthy and influential in the lives of stakeholders and within their communities.

This guide provides a basic foundation to County staff, departments and those in partnership (e.g. contractors, vendors, service providers, etc.) to follow for a clear, coherent and consistent representation of Milwaukee County's brand and visual identity while raising awareness of the County's public services. It aims to strengthen all stakeholders' sense of value of those services to the community at large and to their lives.

Our Brand

Brand Vision

Our creative and strategic foundation — our Brand Vision — clarifies what our brand stands for today and what it aspires to be in the future.

It provides the foundation and strategic DNA for communications and brand delivery.

The essence of Milwaukee County — the idea propelling everything we do — is the Milwaukee County Mission Statement.



Milwaukee County Mission Statement

Milwaukee County Government will provide high-quality, responsive services that enhance self-sufficiency, personal safety, economic opportunity and quality of life for all its people.

Our Brand

Brand Attributes



High-quality, responsive services

Milwaukee County provides services its stakeholders find valuable. Those services are delivered efficiently and promptly.

Self-sufficiency

Milwaukee County provides services that empower its stakeholders.

Personal safety

Milwaukee County provides services that help people feel safe and protected.

Economic opportunity

Milwaukee County provides services that represent a good return on investment in an effort to increase opportunities for all.

Quality of life

Milwaukee County provides services that enhance and add value to people's lives.

For all its people

Milwaukee County provides services fairly and with a special emphasis and effort to reach populations that otherwise could go underserved.

While our day-to-day activities change and evolve, our brand attributes remain. These attributes come from who we are and reflect who we aspire to be.

They represent what we hope our stakeholders would say if asked: "How would you describe Milwaukee County?"

Brand Components

Our Visual Identity Components

Together, through all our communications and touchpoints, we bring the Milwaukee County brand to life. In turn, our brand is a direct reflection of us.

A brand is a patchwork of words, images and ideas that create a distinct and meaningful identity. It is our best tool for connecting in a way stakeholders understand and value.



Brand Components

Seal as Logo



Seals have been used throughout history to communicate — authenticating official documents, identifying heritage and establishing the authority of organizations or individuals.

The term “seal” refers to a device that makes an impression in wax, clay, paper or other material and also to the impression it makes. The original purpose was to authenticate a document, envelope or container for valuable objects or information. The stone cylinder seals of Mesopotamia, signet rings of ancient Egypt, and stone and ivory seals of ancient Greece and Rome demonstrate cultural, governmental and religious organizations’ long-standing need for graphics to (literally) seal, authenticate and validate documents, certify professional standing, and signify official and ceremonial importance.

Because of such heft, seals are often deployed as the design or graphic used to represent a country, state, municipality or official organization. Many of these designs feature iconic imagery representing the ideals, authority and purpose of the organization. Seals of national, state, county and municipal entities and educational institutions convey authority, history and stability.

A seal logo design imparts legitimacy, authority, history, cultural importance, institutional prominence, strength and stability. The distinct nature of an organization can be further informed by image choice(s), color, typestyle and layout. The official, historical feel of seal logos can contribute to an effective, elegant, succinct, solid statement of identity.



Brand Components

The Milwaukee County Seal



The Milwaukee County Seal is a symbol for the entire organization. Although the services we provide and the intended stakeholders can vary, the Milwaukee County Seal signifies that they originate through County effort and are the result of taxpayer investment.

The visual identity and mark must be a part of all communications to reinforce and send a message of unity to its internal and external audience. When the visual identity and mark are correctly and consistently used, a recognizable brand becomes visible that fosters a sense of purpose and association. In turn, the association establishes in people a certain feeling, belief and message about Milwaukee County.

The Milwaukee County Code of Ordinances specifies the Milwaukee County Seal in Chapter 56 (Administrative Code for Milwaukee County).

SECTION 56.15(5)

Design, description of official seal. The official seal of the county is hereby declared to be as follows:

- (a) The outer circumference consists of a complete circle of letters "M" in upper case; the letters are joined with each alternate letter in sable.
- (b) The first concentric consists of the word "MILWAUKEE" in upper case letters arcing with the concentric and centered on the middle chief point, and the word "COUNTY" in upper case letters arcing on the middle base point. Both of the words are in sable.
- (c) The second concentric contains a letter "M" in upper case. The letter is in sable. The letter contains within it the following:
 - (1) At the honor point, a design of the county courthouse in sable, with nine (9) radial lines extending from the fess point, and
 - (2) At the dexter point a design of an industrial building, in sable, and
 - (3) At the sinister point a design in dwelling, in sable, and
 - (4) At the nombril point, the word "Incorporated" and below the numerals "1835"; both the word and the numerals are in argent on a sable background.

SECTION 56.151(d)

- (1) The outer circumference of the circle of upper case letters "M" to consist of alternating yellow and gold/brown.
- (2) The first concentric, the word "Milwaukee," in black capital letters, and the word "County" in blue capital letters.
- (3) The second concentric, a letter "M," in black on a blue field. Within the letter, the courthouse in black and gray with blue sky and green side border; the factory building in black and gray, with green lower border; and the dwelling in black and yellow with green tree and lower border. The word "INCORPORATED" and numerals "1835" in white on a black background.

Brand Components

The Milwaukee County Seal — Origin & Legacy



The original Milwaukee County Seal was designed in 1885 and pictured a small schooner heading toward a wooded, hilly harbor. It was replaced in 1965 when the County Board decided the seal was so old its significance was obscured.

The current official Milwaukee County Seal was created and approved by the County Board in July 1965. According to County ordinances, it features a block “M” surrounded by a circle of alternating gold and brown “M’s.” A drawing of the courthouse and symbols of the county’s homes and industries are in the center.

It was designed by Casimir Lepkowski, supervisor of the county’s central reproduction services, and an advertising firm. It replaced the original county seal, designed around 1885, which depicted a small schooner heading toward a wooded, hilly harbor.

This description was presented to describe the redesigned seal:

The focal point of the new seal is a large “M” representing the manufacturing plants in the county. Also included on the seal is a home signifying the fact that a large percent of the people in the county own their own homes. Eleven diagonal lines represent the scope of county government with its major services: legislative, executive, staff, general government, judicial, public safety, public works, recreation, culture and health and welfare. The border of M’s around the seal place emphasis on Milwaukee and on industry as the M’s form the shape of a gear for Milwaukee has been called the Machine Shop of the World.

Brand Components

The Milwaukee County Seal — Description



The courthouse symbol represents the county seat and services that emanate from it.

The diagonal lines represent the scope of county government services that flow out to stakeholders.

The factory symbol represents Milwaukee's heritage of producing goods known throughout the world.



The large "M" represents manufacturing in the county.

The home symbol signifies people in the county who own their own homes.

The border of M's around the seal represent "industry." The M's form the shape of a gear, reminding everyone that Milwaukee has been called "The Machine Shop of the World."

Brand Components

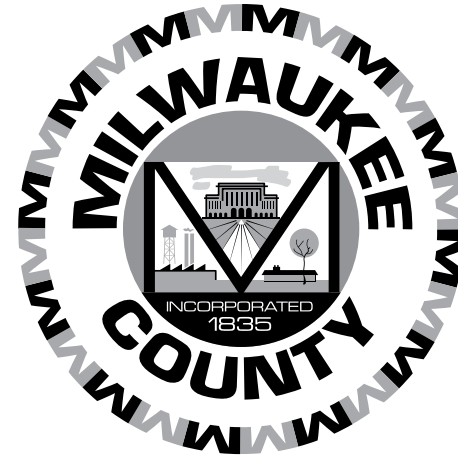
The Milwaukee County Seal — Variations



Alternative variations of the Milwaukee County Seal should be used only in instances where use of the full-color seal is not possible.



full color (4-color CMYK)



gray scale



spot color / brand color



black & white (100% K)

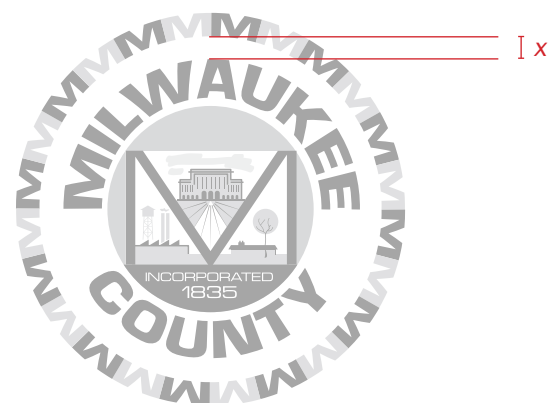


Brand Components

The Milwaukee County Seal — Placement & Sizing

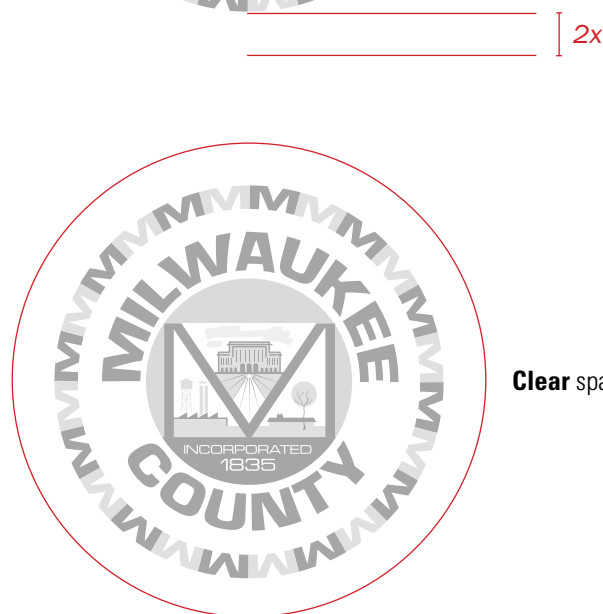
Placement

Balance is an essential feature of good design. Graphics, imagery and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.



Clear Space

Clear space is the live area surrounding our logo that must remain free of anything else. Clear space required for the Milwaukee County Seal is equal to two times the space gap between the Milwaukee/County concentric and the M "gear" border.



Minimum Size

The Milwaukee County seal should rarely be sized smaller than 1".

Clear space = 2x

Brand Components

The Milwaukee County Seal — Usage



The Milwaukee County Seal is reserved for use on approved official County documents and events. Departments, divisions and offices are encouraged to use the seal as a logo mark to identify their efforts as part of Milwaukee County and are specifically urged to use the seal consistently without changing or altering it in any fashion that will undermine the brand cohesion and familiarity.

For guidance about appropriate usage (or permission to use the seal if outside of the Milwaukee County organization), please contact the Central Business Office at (414) 278-5092.

Brand Components

The Milwaukee County Seal — Incorrect Applications



When working with the Milwaukee County Seal:

- Do not stretch it.
- Do not place it in a container.
- Do not skew it.
- Do not rearrange its elements.
- Do not outline it.
- Do not add elements to it.
- Do not change its colors.
- Do not encroach on its clear space.
- Do not add drop shadows or other effects.
- Do not curve it.

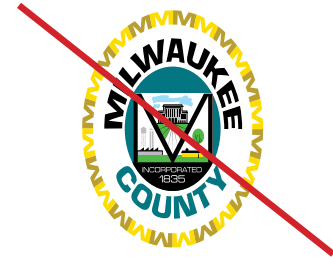
Do not recreate the seal.



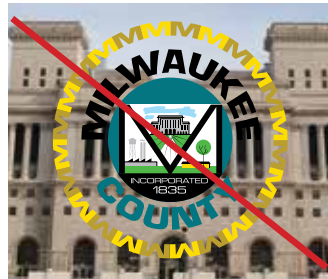
Do not publish the seal in a color other than the brand colors, gray or black.



Do not change the seal's horizontal or vertical scale.



Do not publish the seal on visually competitive backgrounds.



Do not omit elements of the seal.



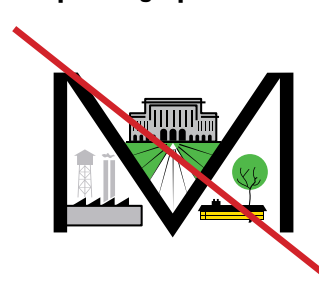
Do not rotate the seal.



Do not add elements to the seal.



Do not use parts of the seal as separate graphic elements.



Do not crowd the seal with type or competing graphics.



Please note that not every acceptable or unacceptable use of the seal can be addressed in this reference guide. It is the responsibility of each communication provider to use the seal correctly and consistently. If you have any questions about a particular application, please contact the Graphic Communications Coordinator within the Central Business Office at (414) 278-5092.

Brand Components

The Milwaukee County Seal — Departmental Variations



Some examples:



MILWAUKEE COUNTY
Sherrif's Department



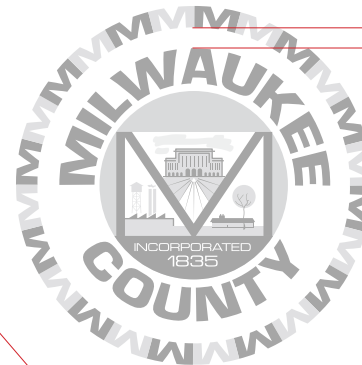
MILWAUKEE COUNTY
Child Support Services



MILWAUKEE COUNTY
Department on Aging



MILWAUKEE COUNTY
Department of Administrative Services



Univers Light Condensed
pt. size = 2/3 y

Univers Bold Condensed
pt. size = y

MILWAUKEE COUNTY

Department of Administrative Services

Brand Components

The Milwaukee County Seal — Acceptable Alternatives



A is always the strongest option.

PREFERRED



MILWAUKEE COUNTY
Department of Administrative Services

NO SUPERTITLE



Department of Administrative Services

STACKED



MILWAUKEE COUNTY
**Department of
Administrative Services**

NO SUPERTITLE STACKED



**Department of
Administrative Services**



Brand Components

Typography — Primary Fonts

Simple, rational and functional, Univers was designed by Adrian Frutiger on Swiss principles for Charles Peignot at Deberny & Peignot.

Frutiger imposed strict discipline across all elements of the series, from light to dark, extra condensed to extended, a concordance of design that was possible in the foundry type and photocomposition fonts. Any version may be mixed within a word with any other.

When used consistently, our typography conveys a modern, straightforward and trustworthy impression of Milwaukee County.

Our primary typeface is Univers. It has been chosen to maintain an underlying consistency in all brand communications when used in text, headlines, subheads and captions.

Univers 47 Light Condensed and Univers 47 Bold Condensed are preferred weights for general use. Milwaukee County utilizes a condensed and light type weight in an effort to realize accumulative cost savings for taxpayers and meet sustainability goals (conserving paper and ink).

Typeface for Electronic Media

For on-screen use (such as email or digital documents) only, Arial is our primary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 47 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 55 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 85 Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular (for on-screen use)

Brand Components

Typography — Usage Guidelines



The Univers font is available for download by all Milwaukee County professionals creating materials meant to be viewed by the public.

Please note: Univers is not uniformly available on all PCs. When Univers is not available, Arial should be used.

To ensure the document you are creating will have the best possible end result and still preserve the integrity of the Milwaukee County brand, please follow these guidelines:

For business letters, proposals and other documents created in Microsoft® Word®:

Templates for business letters are available in the Brand Resource Center.

For general Word documents intended for external electronic distribution — use Univers 47 Light Condensed for text and Univers 47 Bold Condensed for headings (if required).

Save the Word document as a PDF to ensure the integrity of the typeface by the recipient. If saving the file as a PDF is not an option, use Arial to create your document.

In instances where the condensed typeface will prove hard to read at smaller sizes, Univers 55 Roman can be used.

For presentations created in Microsoft® PowerPoint®:

Templates for PowerPoint presentations are available in the Brand Resource Center.

Two formats are available: one in Univers and one in Arial.

For PowerPoint presentations intended for external electronic distribution, use the Arial template unless you know the recipient has the Univers TrueType fonts or unless you are saving your presentation as a PDF. If the recipient does not have Univers, and you cannot save your presentation as a PDF, use the Arial template.

For PowerPoint presentations intended for internal distribution, use the Univers template. The Univers template should always be used for presentations created for events sponsored by Milwaukee County, such as public meetings, briefings and other presentations.

Brand Components

Color



Color — and its judicious use — is one of our most important brand elements. Owning the teal/yellow combination is a differentiating tool — a way to get people’s attention and signal that Milwaukee County is both vibrant and energetic but also stable and trustworthy.

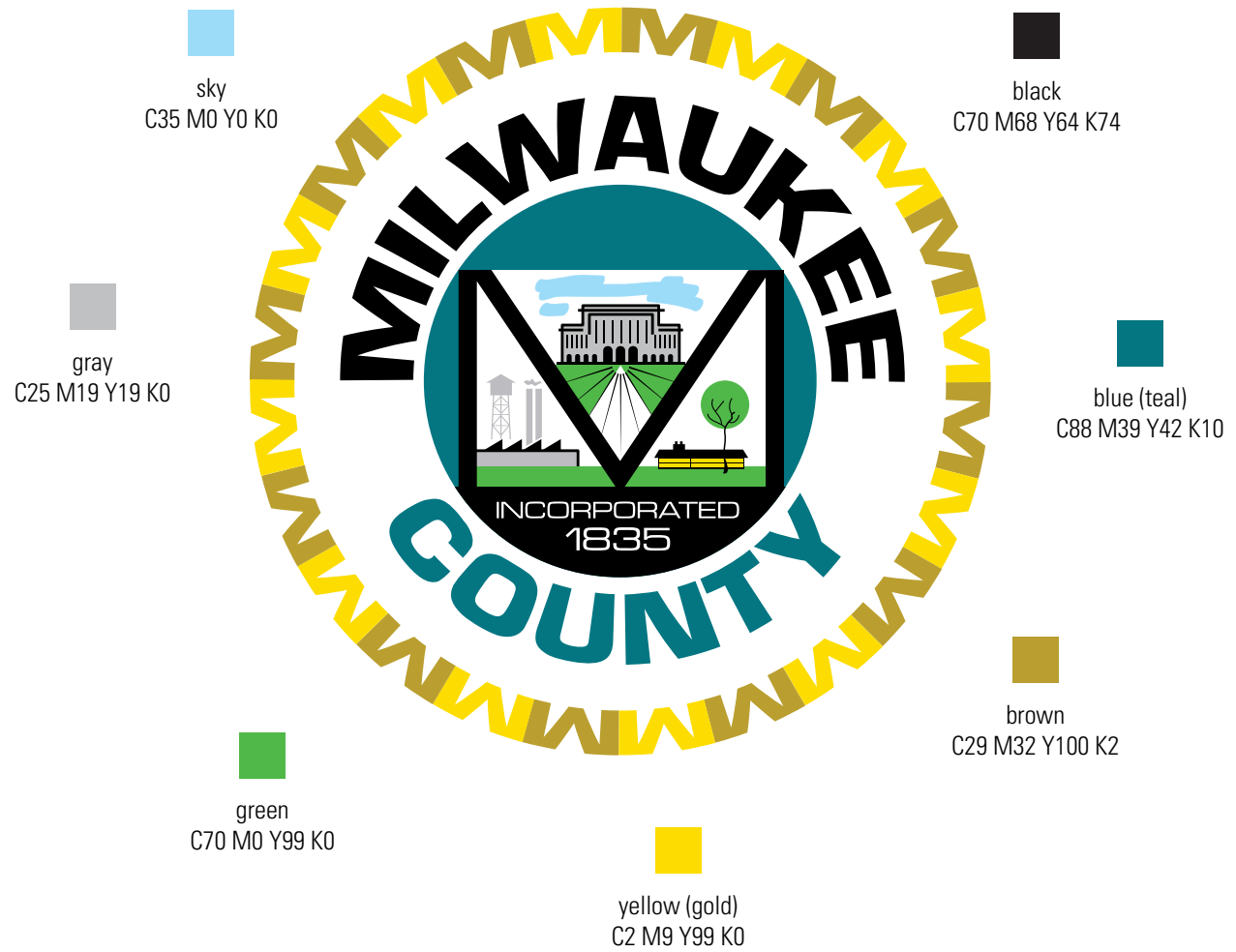
Teal is a modern and vibrant color that helps to open the lines of communication between the heart and the spoken word. It presents as a friendly and happy color that symbolizes enjoying life. In color psychology, the color turquoise controls and heals the emotions, creating emotional balance and stability. Turquoise heightens levels of creativity and sensitivity.

Yellow is the color of sunshine. It’s associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. Yellow is seen before other colors when placed against black; this combination is often used to issue an effective warning. In heraldry, yellow indicates honor and loyalty. Yellow evokes pleasant, cheerful feelings.

The energy inherent in our teal and yellow color combination engenders optimism and trust. It is a warm and complementary combination, imparting a relationship that is stable and can be trusted.

Brand Components

The Milwaukee County Seal — Color Breakdown (CMYK)





Brand Components

Our Color Palette

PRIMARY



Teal

Gold

White

Black

PMS 7714C
C88 M39 Y42 K10
RGB 0 118 128
HEX 007680

PMS Yellow C
C2 M9 Y99 K0
RGB 254 221 0
HEX FEDD00

(paper)
RGB 255 255 255
HEX FFFFFFFF

PMS Neutral Black C
C0 M0 Y0 K100
RGB 0 0 0
HEX 222223

SUPPORTING



Brown

Gray

Dark Gray

PMS 618C
C29 M32 Y100 K2
RGB 172 159 60
HEX AC9F3C

PMS 441C
C25 M19 Y19 K0
RGB 190 198 196
HEX BEC6C4

PMS 430C
C0 M0 Y0 K60
RGB 124 135 142
HEX 7C878E

Brand Components

Color Systems Reference Chart



C M Y K	88 39 42 10	2 9 99 0		0 0 0 100	29 32 100 2	25 19 19 0	0 0 0 60
R G B	0 118 128	254 221 0	255 255 255	0 0 0	172 159 60	190 198 196	124 135 142
PMS	7714C	Yellow C	(paper)	Neutral Black C	618C	441C	430C
WEB	007680	FEDD00	FFFFFF	222223	AC9F3C	BEC6C4	7C878E

Brand Components

Imagery



Images can play an important part in presenting our brand. A range of images can support our objectives and express key messages to our audiences, reinforcing our brand attitudes.

The creative, thoughtful selection of images for placement within our communications is a visual way to convey ideas concisely and is a reminder of the vibrant and diverse assets that can be found in Milwaukee County.

The key is to use images thoughtfully and strategically, not as decorations nor as space fillers.

Brand Components

Image Styles

Milwaukee County maintains a modest but growing shared library of current images. It can be found at www.milwaukeecountyphotos.com.

To confirm permission to use a photo, request a photo, arrange a photo shoot or discuss using an image outside the shared library, please contact jim.lautenbach@milwaukeecountywi.gov.

Milwaukee County's brand is best conveyed through images that present assets unique to the area and represent things in which residents and taxpayers have invested.

In all cases, a photo of an actual Milwaukee County facility, feature, attraction, resident, employee, etc. is stronger than a photo from another place or a stock photo.

People images

These images communicate real-life experiences — real people delivering or receiving services that have real-life impact.

Places/Facilities images

These images help stakeholders situate where they can expect to find service delivery — literally (geographically) or symbolically — or where they can find something of value.

Metaphoric images

These images go beyond literal meanings and situations to suggest and symbolize bigger ideas.



People



Places/Facilities



Metaphoric



Brand Components

Image Guidelines



Do:

- Use images that have good lighting with a full tonal range and a central focal element.
- Use images that have meaning or tell a story — that effectively illustrate an idea or an experience.
- Crop images to show only the best, most interesting part, with the main subject the obvious center of attention.
- Use the most up-to-date image you can find.
- Use images thoughtfully and sparingly. One strong picture can command attention and convey a message stronger than a collection of mediocre photos. Use collages rarely (in instances where you want to convey abundance, variety and/or diversity); don't use them because you have a lot of images and can't decide which one is best.
- Pursue images that are clear and quick to digest. Simpler is better.
- Always use the best resolution you can (for print, at least 300 dpi.) Never use a photo meant for digital use or on a web site in a layout for a printed piece.

Do not:

- Use clip art.
- Generally, do not use stock photography, unless you find images that depict actual assets within Milwaukee County. Even then, consider whether you could have a similar shot taken yourself to preserve funds.
- Take photos from the Internet. Most of them will not have enough image data to reproduce well. Most importantly, you must seek permission from the copyright holder of any image you have not taken yourself. Don't steal someone else's creative work!
- Use images that are silly or lack a level of sophistication.
- Use images that are obviously posed or stylized. They will be perceived as inauthentic and will cast doubt on whether the subject can be believed or trusted.

Brand Components

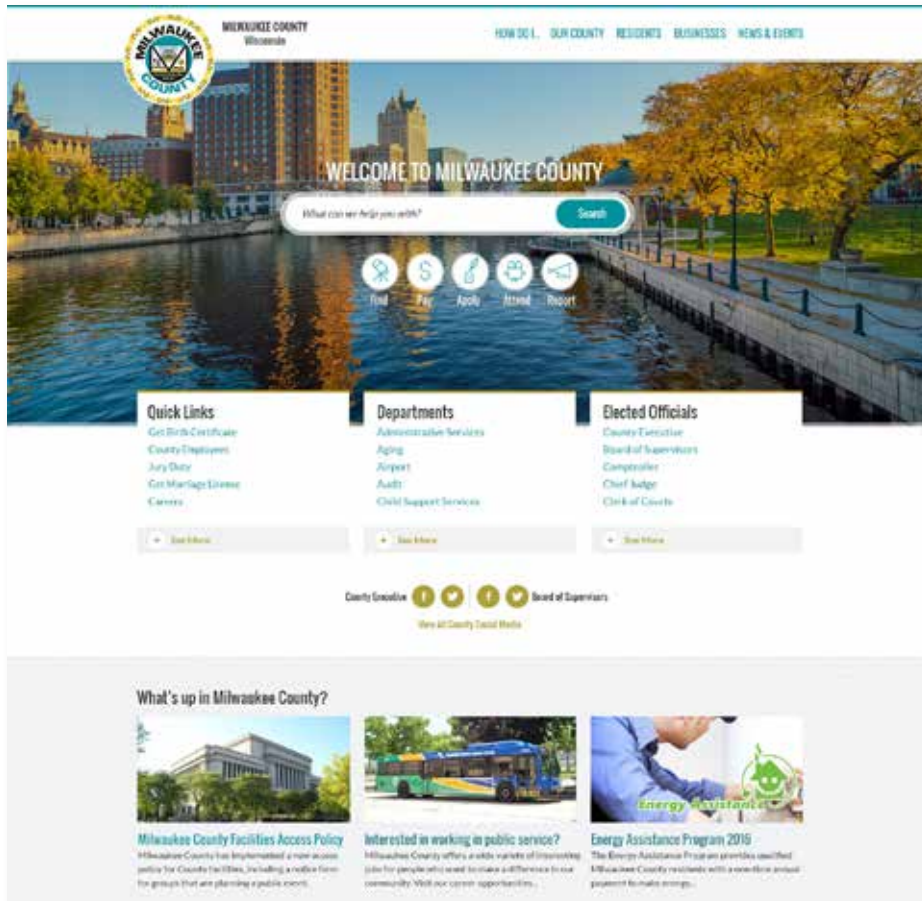
Web Site



The redesigned Milwaukee County web site is expected to launch in Spring 2018.

The newly redesigned Milwaukee County web site is a lynchpin of our brand. Our web vendor worked in concert with the web site project committee and within these graphic standards to create a site that not only reflects our brand — but also illustrates and reiterates our emphasis on unity and consistency throughout County offices and departments.

For templates and tools available to Titan Content Authors (employees who are creating content for the Milwaukee County web presence), check out [The Launch Pad](https://milwaukeecountywi.sharepoint.com/sites/external/brandingweb) at <https://milwaukeecountywi.sharepoint.com/sites/external/brandingweb>.



Brand Components

Web Site — Color Palettes

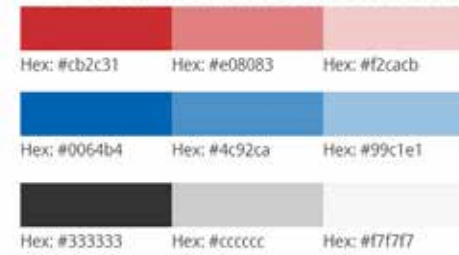


PUBLIC COLOR PALETTE



Milwaukee County Public, Department of Administrative Services, Audit Department, Ethics Board, Human Resources, Personnel Review Board, County Executive, Board of Supervisors, Milwaukee County Courts

PUBLIC SAFETY AND JUSTICE PALETTE



Sheriff's Department, House of Corrections, Office of Emergency Management

HUMAN-TYPE SERVICES PALETTE



Department of Health & Human Services, Department on Aging, Child Support Services, Veterans' Service Office, Office for Persons with Disabilities, Department of Transportation

ELECTED OFFICIALS & GOVERNMENT WORKINGS PALETTE



County Treasurer, Comptroller, Register of Deeds, District Attorney, County Clerk, Medical Examiner

PARKS PALETTE



Parks



Brand Components

Web Site — Typography

Our web vendor has selected typefaces for the Milwaukee County web site that complement our primary print font but are optimized for screen reading and ADA compliance.

These typefaces are built into the Titan Content Management System and, through internal cascading style sheets, will typically automatically generate in the blocks in which you create your web content. It is not necessary to have personal access to these web-based fonts.

Additionally, it is not optimal nor recommended to use the web typography on any print materials.

TYPOGRAPHY

HEADERS

Font: Oswald

Font Size: 300, 400

Oswald

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. ndum. Lorem ipsum dolor sit amet, consectetur. enean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. ndum

BODY COPY

Font: Open Sans

Size / Line Height: 15px / 24px

Color: #333333

Brand Components

Web Site — Imagery



Feature Image

Featured image size: 1600 pixels by 650 pixels

Things to keep in mind for featured image:

- There will be white text over this image so images that are naturally darker often work better. Lighter images can be used but will need opacity applied.
- Images with similar colors to the website color palette help accent the design nicely.
- This image is very horizontal and the smaller the device the more the sides of the images get will get cut off.
- Try to avoid any one particular focal point. If there is a focal point, make sure it is in the middle of the image so it doesn't get cut off on smaller screen devices.

Body Images

There are no real constraints here. Images can be any size; a general rule of thumb is that these images don't ever need to be

above 1000 pixels wide.

If text is going on top of an image make sure the image is dark enough to allow contrast for the white text.

Grid Images

Large size: 565 pixels by 280 pixels

Small size: 370 pixels by 215 pixels





Brand Components

Email Signature

Request these instructions by email (enabling you to cut and paste the signature into your own email program) from jim.lautenbach@milwaukeecountywi.gov.

For help setting up your email signature, please contact jim.lautenbach@milwaukeecountywi.gov.

Every email that comes from Milwaukee County reflects upon the organization. Using one simple, branded email signature across County offices and departments helps strengthen our visual identity.

The university signature references a template file and was developed using inline styles to help ensure your emails look their best.

Follow the instructions below to create and upload your email signature.

Instructions for Microsoft Outlook (desktop)

1. Highlight and Copy (Ctrl+C) the signature provided below.
2. Click on the Microsoft Outlook icon on your desk to launch the Outlook software application.
3. On the menu tabs located at the top: Go to FILE > Select OPTIONS > Select MAIL > Click on SIGNATURES.
4. Click on NEW and type in a name for the signature.
5. Click in the text box (under Edit Signature) and paste copied items (Ctrl+V).
6. Under Choose Default Signature, set your signature when you create a new message.
7. Click OK to complete.

Note: You can create additional signatures and choose from multiple signatures for your messages

Instructions for OWA (online)

1. Highlight and Copy (Ctrl+C) the signature provided below.
2. Launch 365 Office by clicking on the Office 365 desktop icon.
3. Click on the gear next to the "?" on the upper right corner.
4. Click on OPTIONS.
5. On the Menu, scroll down the list to LAYOUT and click on E-MAIL SIGNATURE.
6. Click in the text box and paste copied items (Ctrl+V).
7. Click SAVE to complete.
8. When you create new e-mail messages, your signature will be added.

Note: Currently OWA does not allow you the option to create and select from multiple signatures



Jim Lautenbach | Graphic Communications Coordinator
Milwaukee County Department of Administrative Services
633 W. Wisconsin Ave., Suite 1001, Milwaukee, WI 53203
(414) 278-5092 | county.milwaukee.gov

Brand Strategy

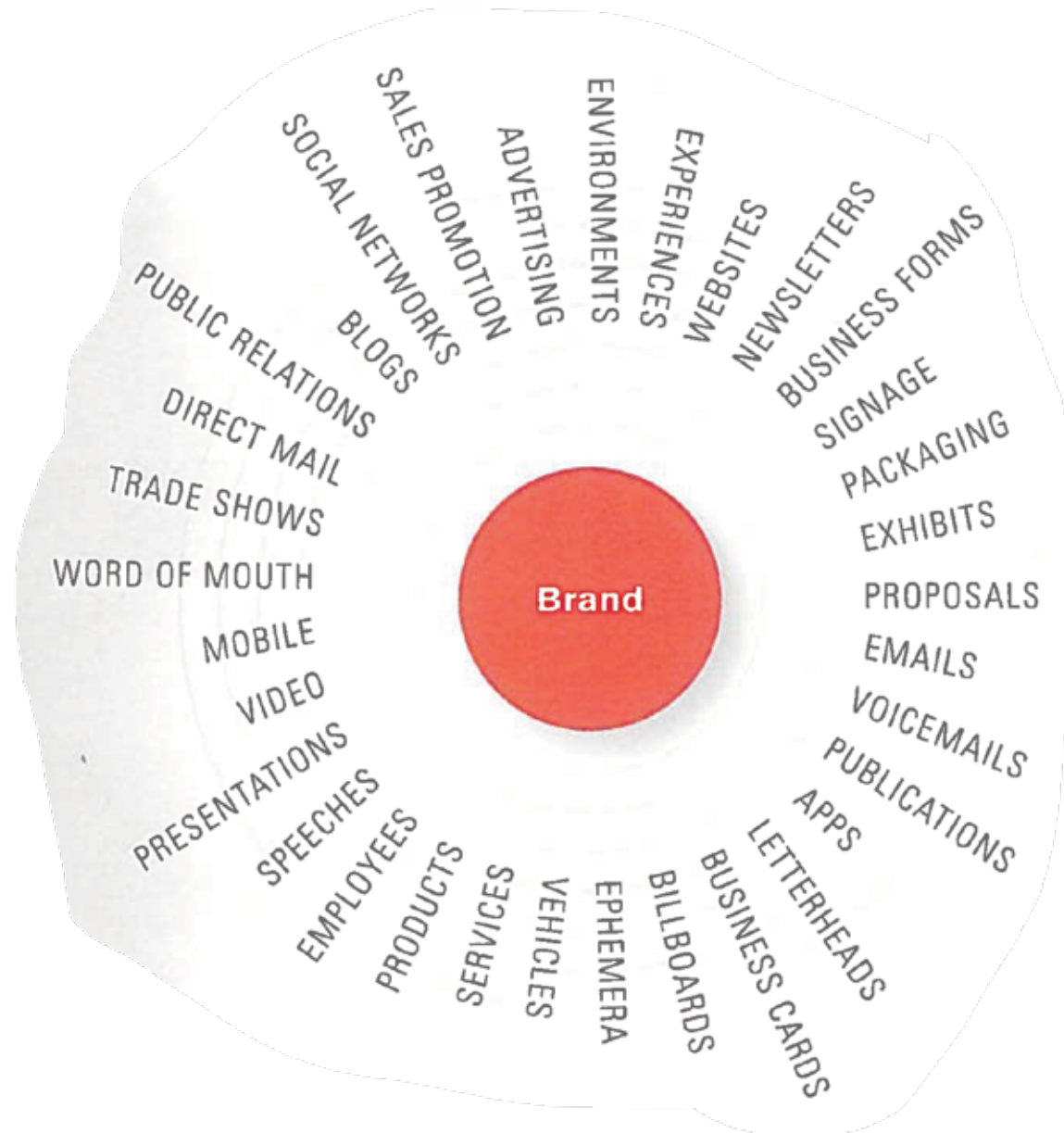
Going Forward



BRAND TOUCHPOINTS

Each touchpoint is an opportunity to increase awareness, build stakeholder loyalty and reinforce the brand.

Which touchpoints has Milwaukee County utilized and which ones have gone unpursued?





Brand Strategy

Going Forward

A PROCESS FOR SUCCESS

Where is Milwaukee County in the process?

Several steps in 3, 4 and 5 have been realized, while many in 1 and 2 have gone unconsidered and unaddressed.

A PROCESS FOR SUCCESS

The brand identity process demands a combination of investigative, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

